



IP19 Cambridge IP Summit 2019

10th October 2019
Hilton Hotel
Cambridge CB2 3DT

The Cambridge IP Summit 2019 is a free one-day event providing a focused forum for in-house IP teams, general counsel, investors, CEOs, CTOs and senior decision makers to come together to discuss and analyse the key issues that they regularly face; and share best practice on how these challenges can be overcome.

Successfully commercialising world leading science and technology is both an opportunity and a challenge for the Cambridge Cluster. Intellectual property (IP) plays a critical role in this and can be your company's most valuable asset.

Morning sessions

Two parallel tracks, one focusing on topics relevant to the life science industry, and one looking at the high-tech and software industries. Each track will focus on technical themes such as hints and tips to maximise market access and pricing for medicines, benefits of adaptive clinical trial protocols and their impact on IP, the patentability of blockchain technology, and building high-tech companies; and we will also learn from an investor specialising in climate change technologies.

Keynote speaker

Our keynote speaker Professor Chris Lowe from Cambridge University will discuss his experience commercialising innovation from the perspective of a university entrepreneur.

Afternoon sessions

These will cover topics relevant to all industry sectors: including an insight into branding from senior corporate counsel at Caterpillar, and a look at contentious options for technology companies when all else fails by a leading barrister at 8 New Square.

Top reasons to attend:

- Attend focused sessions that will consider the latest legal developments and provide practical advice on their impact on your IP strategy.
- Gain useful insights from leading professionals and companies.
- Be inspired by the success stories of other local innovators and investors.
- Network with your IP colleagues from Cambridge and make new contacts who face the same challenges as you.
- Up to three hours self-certified Continuing Professional Development for qualifying professionals.

Selected speakers:



Professor Chris Lowe
Emeritus Professor of
Biotechnology



Luke Callan
Global Pricing & Market
Access Director



Lia Young
Senior Corporate Counsel
Intellectual Property



Mark Chacksfield QC
Barrister



Yves Vanderperren
Examiner and Chairperson of the
APEG Committee



Agenda

09.00 **Registration**
Tea, coffee and refreshments

10.00 **Welcome from Marks & Clerk**
Simon Mounteney,
UK Managing Partner, Marks & Clerk LLP

Track A
Life Sciences

Track B
High-Tech & Software

10.10 **Best practice tips: maximising market access and pricing for medicines, and pitching to biopharmaceutical partners**

Luke will explore how pre-clinical and clinical trial design can be modified to generate the data needed to best position an asset for future access and pricing discussions. Luke will also share tips on common pitfalls when pitching an asset to potential biopharmaceutical partners.

Speaker:



Luke Callan
Global Pricing & Market Access Director, AstraZeneca

The patentability of blockchain

Blockchain is one of the biggest buzzwords in technology right now. But what is it? Cryptographic security expert Jon Geater will explain the technology and how it can be applied to real-world use cases. EPO Examiner Yves Vanderperren will explore how inventions in this field are examined by the EPO.

Speakers:



Jon Geater
Co-Founder and CTO, Jitsuin



Yves Vanderperren
European Patent Office
45 mins self-certified CPD

11.00 **Clinical trials: the opportunities of adaptive integrated protocols and IP**

Ulrike Lorch and Steven Gurney will discuss adaptive integrated clinical trial protocols and how they can save time and add value to drug development; as well as considering practical steps when designing studies to control publication of information to maximise future IP potential. The session will consider this in the context of the new clinical trial regulations due to come into force.

Speakers:



Dr Ulrike Lorch
Co-founder and Medical Director, Richmond Pharmacology



Steven Gurney
Partner, Marks & Clerk LLP
45 mins self-certified CPD

How to build high-tech companies

This session will hear from Michael LeGoff who is a high-tech pioneer. The electronics industry and in particular the manufacturing sector has been changing rapidly and in this session Michael will share his experience about building successful technology companies from start-up to multinational stage. He will also provide useful insights into developing and utilizing investments in high tech sectors.

Speaker:



Michael LeGoff
CEO, Sorex Sensors

11.45 **Coffee break**

12.00 **Investor insights**

This session will hear from Cam Ross who manages technical due diligence for Green Angel Syndicate, which raises funds for companies seeking to resolve the greatest challenge humans have ever faced - the climate crisis. In this session Cam will showcase how companies in the Green Angel Syndicate portfolio are addressing these environmental challenges while providing insights into what investors look for and what technical and other due diligence is undertaken during the fundraising process.

Speaker:



Cam Ross
Director

12.45 **Networking lunch served in the restaurant**

13.45 **Lessons from the trenches**

Commercialising innovation, how the funding landscape has evolved over the years and how the university-bred entrepreneur can successfully maintain the academia-industry balance.



Speaker:

Professor Chris Lowe
Emeritus Professor of Biotechnology at the University of Cambridge

14.15 **Established brands in business – an in-house counsel perspective**

Lia discusses some of the challenges faced by the owner of one of the world's most valuable brands

Speaker:



Lia Young
Senior Corporate Counsel Intellectual Property, Caterpillar Inc.
40 mins self-certified CPD

14.55 **Tea break**

15.10 **When all else fails...**

Litigation is rarely the first choice for innovative businesses seeking to develop and commercialise new technology, but sometimes it is necessary and sometimes it is unavoidable. In this seminar, Mark will discuss the range of options available for resolving IP disputes in the UK, and how those options can be used to provide tailored litigation solutions that meet the needs and resources of businesses ranging from sole inventors to multinational corporations.

Speaker:



Mark Chacksfield QC
Barrister, 8 New Square
40 mins self-certified CPD

15.50 **Wrap up from Marks & Clerk**

16.00 **Drinks reception**

Speakers



Simon Mouteney
UK Managing Partner,
Marks & Clerk LLP

Simon has 28 years' experience working in intellectual property. He has a degree in physics with subsidiary mathematics from the University of Reading and trained as a patent attorney with Marks & Clerk, becoming a Partner in 1996 and UK Managing Partner in 2019.

Simon is listed in the Legal Media Guide to the World's Leading Patent Law Experts and also in the IAM's Strategy 300 – a guide to the world's leading IP strategists. He has also written widely on various aspects of IP and discussed both the law and economics of IP on television.



Luke Callan
Global Pricing & Market Access
Director, AstraZeneca

Luke Callan is a Global Pricing & Market Access Director at AstraZeneca and has worked in the UK Pharmaceutical Industry for over 14 years.



Luke has worked in various roles in Medical Affairs and Pricing & Market Access enabling patients' access to medicines in the UK and globally.

Previously, Luke worked as a Pharmacist in both the UK and New Zealand healthcare systems. Outside work, Luke enjoys travelling with his wife, Julia, and two young daughters, Eloise and Rosalind.



Jon Geater
Co-Founder and CTO, Jitsuin

Jon Geater is Co-Founder and CTO at Jitsuin where he is helping to bring trust to IoT.



In a career dedicated to high-tech and cryptographic security, he has run large teams in large companies, and small teams in start-ups, and has designed and built cybersecurity solutions at every level of the technology stack from the fabric of the smallest microchips to the largest cloud systems.

A keen supporter of open standards and open source, Jon has served as board director and chair of the Security Task Force at GlobalPlatform, the Operational Efficiency Committee at Trusted Computing Group, was a founder of OASIS KMIP, and has served on the governing board of Hyperledger.



Yves Vanderperren
European Patent Office

Yves Vanderperren holds an MSc and PhD in Electrical Engineering from the University of Louvain. He worked for 5 years on electronic chip designs in the industry and has over ten years of experience as Patent Examiner at the EPO. He is also Chair of the Asian Patent Expert Group within the EPO, a collaborative network of experts on Asian patent related matters. He is expert in cryptocurrencies and the broader application of Blockchain technology to various technical fields.



Dr Ulrike Lorch
Co-founder and Medical
Director, Richmond
Pharmacology

Dr Ulrike Lorch is a co-founder and the Medical Director of Richmond Pharmacology in London. She is a Fellow of the UK's Royal College of Anaesthetists and a Fellow of the Faculty of Pharmaceutical Medicine, holding its specialist accreditation.



She is an expert in early phase integrated, adaptive clinical trials in healthy volunteers and patients, including first-in-human (FIH) trials. Ulrike represents early phase stakeholders on matters such as the European Medicines Agency's revision of its guideline for risk mitigation in FIH and early phase clinical trials and the new EU Clinical Trials Regulation.



Steven Gurney
Partner, Marks & Clerk LLP

Steven specialises in pharmaceutical patents with experience gained working both in-house and in private practice. He takes a collaborative approach, understanding his clients' commercial drivers to deliver relevant, pragmatic and actionable advice.



Steven advises multinationals, universities and start-ups in the fields of pharmaceuticals, chemistry, materials, optoelectronics and medical devices. His practice covers drafting, prosecution, portfolio management, freedom to operate (FTO), due diligence, advice, opposition and litigation.



Michael LeGoff
CEO, Sorex Sensors

Michael is a passionate technology business leader with a demonstrated track record of consistently creating long term value and wealth for all stakeholders.



Michael began his business career in 1995 when he started Dynex Power in Canada, and subsequently created Dynex Semiconductor in the UK. Following a successful disposal of Dynex to a Chinese rail traction company, in 2009 Michael re-launched Plessey Semiconductors in Swindon.

Michael's hallmarks continue to be leading, identifying key strategy objectives and then catalysing innovation in high-tech businesses. Following another successful exit from Plessey, Michael continues to be very active in technology businesses including being appointed the CEO of Sorex Sensors, a University of Cambridge technology spin-out, as well as his own consulting business X-Coach. He is a non-exec director of LuxVici and Circadian Light (Europe) and is the Chairman of the Plymouth Science Park and the Bessemer Society, where he is also one of the founders.

Michael holds a physics degree, an MBA, is a Fellow of the IKE, a member of the IET and the AIAA, is a professional engineer (P.Eng) and was awarded with the Canadian Forces Decoration (CD) in 1991.



Cam Ross
Director

Cam Ross co-founded, jointly ran and raised 2 rounds of Business Angel funding for a contact centre payments business, with an exit by sale to AIM-listed Eckoh plc.



Cam is an Aeronautical Engineer by training, and has experience in creating, commercialising and patenting new technology. He has ten granted patents in the fields of telecommunications, payments and customer authentication. He has a practical ability to analyse and improve complex processes, from manufacturing to software systems.

Cam manages Technical Due Diligence for Green Angel Syndicate.



Professor Chris Lowe
Emeritus Professor of Biotechnology at the University of Cambridge

Christopher R. Lowe is Emeritus Professor of Biotechnology at the University of Cambridge and was founder Director of the Institute of Biotechnology where he conducted research in healthcare biotechnology. He is a fellow of Trinity College and several Academies.



He has 398 peer-reviewed publications, 8 books and monographs, >100 patents, has supervised >95 PhD students and has a number of national and international prizes: "Queen's Award for Technological Achievement"; "Queen's Anniversary Prize for Higher and Further Education"; "Most Entrepreneurial Scientist of the UK"; OBE in the Queen's New Year Honours; BBSRC Commercial Innovator of the Year in 2011; Visiting "Super Professor", Japan (2017); Honorary Doctorate University of Surrey (2019). He has been the driving force for the establishment of 12 spin-out companies including ProMetic Biosciences Inc, Cambridge Sensors Ltd, Psynova Neurotech Ltd, TumourVue Ltd and Royale Therapeutics Ltd.

He fosters entrepreneurship within the University and is active in various UK and overseas committees. He is currently Director of the newly established Cambridge Academy of Therapeutic Sciences (CATS).



Lia Young
Senior Corporate Counsel Intellectual Property, Caterpillar Inc.

Lia Young is Senior Corporate Counsel at Caterpillar Inc. She manages Caterpillar's trade mark portfolio in Europe, the Middle East and Russia. Caterpillar Inc. is a Fortune 100 company and has consistently ranked in the top 100 Global Brands being valued by Interbrand at \$5.73bn in 2018.



Lia is a Solicitor and Trade Mark Attorney and has enjoyed a 20+ year career with Caterpillar.



Mark Chacksfield QC
Barrister, 8 New Square

Mark is a barrister who practices in all areas of intellectual property law, with particularly strong expertise in major patent litigation.



Described in the legal directories as being "enormously bright and diligent, with a keen focus on client demands", "a knowledgeable and deeply impressive adviser on the full spectrum of IP disputes" and "widely considered to be one of the rising stars of the IP Bar", Mark was nominated for the Chambers and Partners IP/IT Junior of the Year award in both 2014 and 2015, and was appointed Queen's Counsel in January 2019.